

Message Text

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TO SECSTATE WASHDC 1554
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TAGS: BEXP, BENC, PE

SUBJECT: MAJOR PROJECT--TOURIST MOTELS FOR CALLEJON DE
HUAYLAS

1. COMMERCE MINISTER GEN LUIS ARIAS GRAZZIANI HAS PERSONAL INTEREST IN DEVELOPMENT DEPARTMENT OF ANCASH, HIS PLCE OF BIRTH. HE HAS ASKED THE EMBASSY TO HELP HIM ATTRACT NEW U.S. CAPITAL TO THAT AREA SPECIFICALLY FOR THE IMPROVEMENT OF TOURISM INFRASTRUCTURE. WHAT HE HAS IN MIND IS A STRING OF SMALL (APPROX. 15 ROOM) MOTEL-HOSTELS IN THE CALLEJON DE HUAYLAS IN SUCH TOWNS AS HUARAZ, CARHUAZ, YUNGAY, CARAZ, LAGO DE LLANGANUCO, LAGUNAS DE PARRON, AND AT CHAVIN RUINS.

2. CALLEJON DE HUAYLAS CONTAINS MOST SPECTACULAR ALPINE SCENERY IN PERU AND ATTRACTS MANY DOMESTIC AND FOREIGN VISITORS. LACK OF AN ADEQUATE TOURISM INFRASTRUCTURE, HOWEVER, IS A SERIOUS NEGATIVE FACTOR IN EXPLOITING FULL POTENTIAL OF REGION. GOP HAS RECENTLY COMPLETED NEW AIRPORT IN HUARAZ, 20 MINUTES FLYING TIME FROM LIMA. NEW TWO-LANE ASPHALTED HIGHWAY FROM LIMA TO HUARAZ IS 80 PERCENT COMPLETE AND SHOULD BE FINISHED BEFORE END OF CY1976 WHICH WILL PERMIT TOURISTS TO REACH CALLEJON IN LESS THAN FIVE HOURS BY CAR.

3. COMMERCE MINISTER INDICATED THAT GOP WILL SOON PROMULGATE NEW LAW PROVIDING FISCAL INCENTIVES FOR NEW INVESTMENTS IN TOURISM, ESPECIALLY IN CUZCO AND THE CALLEJON DE HUAYLAS. GEN ARIAS OFFERED PERSONAL GUARANTEES THAT NEW MOTELS WOULD NOT BE OVERTAXED OR IMPEDED IN ANY WAY BY GOP. MAIN OBJECTIVE OF GOP IS TO PROVIDE

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EMPLOYMENT IN DEPRESSED AREA AND STEM MIGRATION TO LIMA.

CONTEMPLATED INVESTMENT WOULD BE 100 PERCENT FOREIGN AND FULLY FINANCED ABROAD.

4. COMMERCE MINISTER ASKED EMBASSY TO EXTEND INVITATION TO INTERESTED U.S. COMPANIES TO TOUR CALLEJON DE HUAYLAS WITH HIM FOR 3-4 DAYS DURING WEEK OF SEPTEMBER 6 OR 13. LIKELY THAT DIRECTOR OF TOURISM AND AMERICAN COMMERCIAL ATTACHE WILL ALSO ACCOMPANY MINISTER ON TRIP.

5. ACTION REQUESTED: PLEASE CONTACT U.S. MOTEL CHAINS SUCH AS HOLIDAY INN, RAMADA INN, ETC. AND ADVISE OF INVESTMENT OPPORTUNITY AND PERSONAL INVITATION OF COMMERCE MINISTER TO VISIT CALLEJON DE HUAYLAS. NOTIFY EMBASSY ASAP OF ANY INTEREST BY U.S. FIRMS SO THAT DEFINITE DATES CAN BE SET FOR VISIT AND ALL ARRANGEMENTS MADE.
SMITH

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